r 512.322.5601 r 512.479.5045

April 2, 2003

Kerri Qunell KEYE Television 10700 Metric Boulevard Austin, Texas 78758

Dear Ms. Qunell, Kuru

Thank you so much for KEYE Television's sponsorship of Leadership Austin's first annual fundraiser, the *Best Party Ever*, on June 6, 2002, and the wonderful four-minute video you compiled for us following the event.

We are so pleased with the video, which we'll be able to use in so many venues, including on fund development visits, for recruiting purposes, and as an informational piece to introduce community leaders to the organization. Our Board of Directors and our fund development committee, as well as many of our alumni who have already viewed it, have commented on what a fabulous collateral piece this is, and how integral it will be to assisting the organization as we expand our programming to reach more committed Central Texas leaders in the future.

We appreciate and thank you for your support of Leadership Austin and this first time event. And please extend our appreciation to Jeremy Smith and your other colleagues who assisted you on this project.

Sincerely, Shank you!

Lee R. Thomson Executive Director



November 14, 2002

Ms. Kerri Ounell K-EYE TV 10700 Metric Blvd. Austin, TX 78758

Dear Ms. Ounell:

Thank you for your kind support of our recent fundraising luncheon featuring Dan Rather. The luncheon was a great success netting enough funds to sponsor the memberships of 350 youth into the Boys & Girls Clubs.

Enclosed is an invoice for your remaining sponsorship balance. Should our records be incorrect and your payment has been forwarded, or should you wish to make payment at a later date, please contact our administrative offices at (512) 444-7199 so that we may better estimate our cash flow needs.

Again, thank you for your support of our fundraising luncheon and of the youth we serve.

Sincerely,

Administrative Offices 303 West Johanna Street Austin, Texas 78704 Tel: (512) 444-7199 Fax: (512) 444-7554

E-mail: theclub@bgcca.net Website: www.bgcca.net

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Toni Neal Vice President Support Services

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William A. Heine Past President

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a Partner Agency of





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Tel: (512) 444-7199

Fax: (512) 444-7554 E-mail: theclub@bgcca.net

Website: www.bgcca.net

Board of Directors...

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Operations

Support Services

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President

Toni Neal

303 West Johanna Street Austin, Texas 78704

October 23, 2002

Ms. Kerri Qunell K-EYE TV 10700 Metric Blvd. Austin, TX 78758

Dear Ms. Qunell: Kerri,

We just wanted to let you know how much we at the Boys & Girls Clubs appreciate your support of our Fall Fundraising Luncheon featuring Dan Rather. The event was an enormous success with almost 600 people in attendance. Additionally, enough money was raised through this luncheon to support the memberships of over 300 at-risk youth at our three Boys & Girls Club locations during the coming year.

As you may know, we only charge our young members \$10 per year so as to not exclude anyone based on economic circumstances. Not surprisingly, however, it costs, on average, \$250 per year to keep one child involved in the Club. We look to community support to help us offset the additional costs so that we may continue to expand our services to more and more at-risk youth.

Obviously, we will never be able to reach every child in-need, but rest assured that we will continue to try.

Please know that the time and resources you committed to this event are greatly appreciated and that you have indeed positively impacted the lives of our young.

Again, thank you.

Sincerely,

Helen Jobes

Gold Eagle Investments

Vice-President of Resource Development

Board of Directors
Todd Baxter
S event are Sam Bryant

Vito Carbone
Don Chow
Dr. William Cunningham
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Dr. John Sibley-Butler

Jay Howard Bill Hulsey Mary E. Lange Dick Rathgeber Bradley Schlosser

Neal Speice Terry Young

Executive Director

Executive Director Dave Martin



Jan. 20, 200 Thanks to all for helping ma Santa a ul exar and a succe This neighborhood was designed by children who have capter at The University of Texas M.D.



Certified Affiliate Second Harvest National Food Bank Network 4/4/03

Kerri Qunell Community Relations Director KEYE Television 10700 Metric Blvd Austin, TX 78758

Dear Kerri,

On behalf of the Capital Area Food Bank of Texas, I would like to thank you, the anchors, the reporters and all the staff at KEYE for all of your efforts and hard work during the 2<sup>nd</sup> Annual KEYE Food Drive. Throughout this weeklong event, KEYE exhibited a professionalism, a courtesy, and a real desire to make a difference in this community which we found to be truly inspiring.

The \$4,277 you raised and the 11,570 pounds of food you collected is equivalent to 33,207 meals for our neighbors in need here in Central Texas. Above and beyond the food and money, KEYE created an awareness not only of our programs and services, but of the true need that many face each and every day.

During the last year, we've been tested by an alarming decline in our economy, job layoffs, a significant drop in the stock exchange, and higher unemployment.

Here in Central Texas, we continue to experience an increasing difficulty in finding food and raising funds. We know we will have to work even harder and smarter. We know that the needs of our hungry neighbors continues to grow.

The people we serve, whether young or old, working or recently unemployed, lead fragile existences, where even an unexpected illness, a needed car repair, or a lay-off, could force them to wonder from where their next meal is coming. They are like many Americans – just a paycheck or two from a soup kitchen line.

Contributions such as yours helps the Capital Area Food Bank continue to successfully help feed the hungry throughout our 21-county service area. We truly value our partnership with KEYE and look forward to future projects.

Most Sincerely,

Ray Fernandez

Director of Communications

From: nancy biggs [abuela33@msn.com]
Sent: Friday, October 18, 2002 12:14 AM

To: keyetv@keyetv.com

Subject: The Caring Place Georgetown food drive

Dear Sabra and all the crew,

What an awesome group you are. Thank you so much for doing on-site food drive for us. I think we received close to 5000 pounds of food! More importantly, your campaign raised community awareness.

I see the face of hunger every day and know just how important the Capitol Area Food Bank is for our pantry.

Keep up the good work.

Thank you again.

Nancy Biggs, Social Services Manager

# Qunell, Kerri W

From: Terry Peschka [terry@theelliotgroup.com]

Sent: Tuesday, October 29, 2002 10:32 AM

To: kmwest@keyetv.com
Cc: kwqunell@keyetv.com

Subject: Gracias

Hey guys, really enjoyed myself yesterday and what a great charity event!

Kerri, thanks for everything and Kevin, will look for you at the NFL-Alumni gig on the 8th. Go Bearkats

× ×

××

Terry A. Peschka
The Elliot Group, LLC
Terry@TheElliotGroup.com
www.TheElliotGroup.com
(512)454-0477
(512)454-0936 fax



April 2, 2003

Ms. Kerri Qunell Community Relations Director KEYE-TV 10700 Metric Blvd. Austin, Texas 78758

Dear Kerri:

I wish to add my endorsement of KEYE-TV for the community service award from the Texas Association of Broadcasters.

Operation Blue Santa, a program of the Austin Police Department for 30 years, has profited immensely from the partnership with KEYE. Donations of toys and cash have increased since KEYE approached us about becoming our primary media sponsor.

Operation Blue Santa gives underprivileged Austin children the opportunity see police officers in a new light. KEYE has given us the opportunity to reach more of those children.

Thank you for your support.

Sincerely

Stanley L. Knee Chief of Police

#### OPERATION BLUE SANTA 715 E. BTH AUSTIN. TEXAS 78701



April 2, 2003

Ms. Kerri Qunell Community Relations Director KEYE-TV 10700 Metric Blvd. Austin, Texas 78758

Dear Kerri:

It is my pleasure to endorse KEYE-TV for the community service award from the Texas Association of Broadcasters.

Operation Blue Santa provides toys and food to needy families in Austin for Christmas. In 2002, we celebrated our 30th year. With the assistance of KEYE, we were able to serve 4,852 families — our largest number ever! This means that over 13,000 children received gifts who might not otherwise have had anything for Christmas.

Operation Blue Santa attributes much of our outstanding success this year to the successful partnership with KEYE. Keeping the organization in the forefront of your newscasts for two weeks raised the awareness of the community. The on-line auction sponsored by KEYE raised over \$6,000. In addition, viewers contributed another \$4,000 during the drive. We received enough toys from KEYE for over 2,000 children.

Thank you for being such a committed and effective partner for our worthwhile organization.

Sincerely,

Lolita J. Slagle

Community Liaison Director, Austin Police Department

Stagle

Operation Blue Santa Coordinator



Austin Junior Forum
P. O. Box 26628
Austin, TX 78755-0628

September 22, 2003

Kerri Qunell Community Relations Director KEYE TV 10700 Metric Blvd Austin, Texas 78758 Dear Kerri,

I just want to thank you and KEYE for the excellent media coverage of the Teddy Bear 5k. I enjoyed working with you and getting to know you better.

Everything went well at the event and the participants really enjoyed the new race location. Plans for the race in 2004 are already in the works! I am sure you will be hearing from someone soon.

Sincerely,

Sareta Heath

Teddy Bear 5K Chair 2003

www.austinjuniorforum.org 1404 West Ave at 15<sup>th</sup> Street Austin, TX 78701 Events Hotline 512-472-1305



September 25, 2003

Kerri Qunell Community Relations Director KEYE-TV 10700 Metric Boulevard Austin, TX 78758-4596

Dear Kerri,

Thank you for KEYE's support of the Lady Bird Johnson Wildflower Center. We truly believe the success of our new summer program, Nature Nights, is directly related to your station's media sponsorship.

During nine Thursday evenings in July and August, we welcomed a new audience and new members to the Wildflower Center. Children and adults alike enjoyed the cool nights, fun activities and walks through the gardens.

Again, we are very thankful for your support.

Mischelle D. amado,

Sincerely,

Mischelle Amador

Director of Communications

Anne Lasseigne Tiedt, APR

Communications Specialist



October 8, 2003

Ms. Kerri Qunell KEYE TV 42 10700 Metric Blvd. Austin, TX 78758

Dear Ms. Qunell:

On behalf of the board and staff of the Wildflower Center, I want to thank you for your generous in-kind contribution of promotion spots for Nature Nights.

Your estimated retail value is \$6000.00.

We are indeed fortunate to have friends like you who understand our vision of conservation and preservation of the land. Your gift will indeed help to ensure the continued growth and success of the Wildflower Center as we prepare for a colorful and exciting season - thank you for your leadership and support!

Sincerely,

Anne Lasseigne Tiedt

**Public Relations** 

Your gift of \$6000.00 is tax deductible as allowed by applicable law. No goods or services were provided to the donor in consideration of this gift. Please retain this letter as your receipt.

# -Stacy Sadler-

Dear Kerri

Thank you so much for ell of your help with Teddy Bear 5K! The event was a great success, and KEYE was instrumental in that success I especially liked the AARP representatives at the KEYE test - a winderful addid bonnes! As such as I return from vacation un October I will begin working in the 2004 Erent Oam exclifed to share all the Changes we'll be making un order to have the greatest success in 20041 Many Thanks Staly



NOVEMBER 18, 2003 Stonewall. Texas

DEAR MS. QUNELL,

HOW PLEASED AND GRATEFUL I AM TO LEARN OF KEYE TV 42'S PROMOTION OF THE WILDFLOWER CENTER'S NATURE NIGHTS. THANK YOU FOR INTRODUCING THEM TO THE COMMUNITY WITH YOUR ON-AIR SPOTS. YOUR PARTNERSHIP IN THIS NEW UNDERTAKING IS APPRECIATED BY ALL OF US.

ENJOYING MANY OF THE PROGRAMS WAS A PLEASURE AND LEARNING EXPERIENCE FOR ME. I GATHERED OUR VISITORS CAME AWAY WITH SIMILAR FEELINGS. WE ARE A GROWING PRESENCE IN THE ENVIRONMENTAL WORLD WITH THE HELP OF FRIENDS LIKE KEYE TV 42.

WITH MY WARM THANKS AND GOOD WISHES,

SINCERELY.

Lady Burdin John

MS. KERRI QUNELL

**KEYE TV 42** 

10700 METRIC BOULEVARD

**AUSTIN, TEXAS 78758** 

CTJ:BT

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vernment Relations

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Sam Perez Vetgineer Data System Inc

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Anna M. Sanchez Hells Largo Bank Texas N 4

Kerri Ounell KEYE-TI

Joseph R. Villareal Joseph & Co Diamond Brokers



NUMERO UNO LEAD CORPORATE PARTNER

GREATER AUSTIN HISPANIC CHAMBER of COMMERCE

January 5, 2004

Ms. Kerri Qunell Community Relations Director, KEYE 10700 Metric Blyd Austin, Texas 78758

Dear Ms

On behalf of the Greater Austin Hispanic Chamber of Commerce, I would like to very sincerely thank you for your continuous support of our chamber. We feel honored by your generosity and your contribution to our 31st Annual Awards and Installation Banquet. Congratulations on being our Las Americas Entrepreneur sponsor. KEYE is truly a corporate role model in giving back to the community, especially the Hispanic business community.

Diamne T Mendoza. Ph D We have ensured that KEYE receives the utmost recognition for its contributions. Not only have we included KEYE on all of our media, but we will also publicly recognize you at the banquet. In addition to myself, everyone in our office and those associated with our organization as well appreciate your selfless contribution to our chamber.

> We honestly take the greatest care and pride in seeing that all Chamber events maintain the prestige associated with representing the Hispanic business community. Your support enables us to continue to do so. Once again thank you very sincerely for your thoughtfulness, and I assure you that it does not go unacknowledged. On behalf of the Board of Directors, our staff, volunteers, and members we would like to extend you a very warm thank you. We look forward to continuing our wonderful relationship with vou and KEYE.

Very sincerely yours,

Eliza May President

Greater Austin Hispanic Chamber of Commerce

3000 South 111-35, Suite 305 Austin, Texas 78704

Phone: (512) 476-7502 Fax: (512) 476-6417

www.hispanicaustin.com

#### Qunell, Kerri W

From: Beverly Scarborough [Beverly.Scarborough@atcmhmr.com]

Sent: Friday, May 30, 2003 1:59 PM

To: kwqunell@keyetv.com
Cc: jamaggio@keyetv.com

Subject: Re: Dealing With Depression - Phone Bank results

Thanks so much for inviting us to do this. You two are just so wonderfully professional and great to work with and we would like to be involved with you any time. I had two thoughts (which you are free to use or discard). One, you might want to do a call-in on alcohol and drug abuse (I can put together speakers and a hotline for that as well). And two, I wonder if there is a place to put Jim Van Norman on the air for a thirty or even fifteen minute segment in which he could explain a little about mental illnesses and answer calls once a week or twice a month. Have a great weekend and Kerri take it easy on your feet!

>>> "Qunell, Kerri W" <kwqunell@keyetv.com> 05/30/03 01:32PM >>>

THANK YOU to everyone who helped make the "Dealing With Depression phone bank a success."

We had a record number of calls for any KEYE phone bank - **302 calls**. The average number of calls is around 125 -- A huge testament to the impact of this issue on our community.

We have had calls and emails from viewers today thanking us for running the special and holding the phone bank as well

Beverly, THANK YOU and all of those from MHMR who fielded the many, many calls. Please pass this email on to them.

We are considering making the 30-minute special available to order, and are working out the details on that. We're also strongly considering another phone bank/special in six months.

Again, thanks to everyone involved.

Kerri

#### Kerri Qunell

**Community Relations Director** 

KEYE - TV A CBS Owned and Operated Television Station 512.490.2138 512.490.2164 - fax

To: news1; Schneider, Gary W; Maggio, Judy A

Subject: FW: Safe Family

This email was forwarded from the keyetv@keyetv.com account. To reply to this message, either copy the original email address below or click the "mailto:" link. Replying directly to this message will only reply back to the keyetv@keyetv.com address.

----Original Message----

From: Jerry Jarmon [mailto:Jerry.Jarmon@co.travis.tx.us]

Sent: Friday, May 30, 2003 9:16 AM

To: keyetv@keyetv.com Subject: Safe Family

The show last night on depression was very good. I believe you should run it again. The format and flow was excellent - national & local takes. I was not able to get through but I still feel I got some good from the info. Thanks

To: Maggio, Judy A; news1; Schneider, Gary W

Subject: FW: Program on Depression

This email was forwarded from the keyetv@keyetv.com account. To reply to this message, either copy the original email address below or click the "mailto:" link. Replying directly to this message will only reply back to the keyetv@keyetv.com address.

----Original Message----

From: marilyn Moore [mailto:mmoore41@austin.rr.com]

Sent: Thursday, May 29, 2003 6:58 PM

To: keyetv@keyetv.com

Subject: Program on Depression

I'm watching your show on depression and thank you for handling this subject in such a healthy, open manner. I have suffered at times from terrible suicidal depression and my depressed 17-year-old son killed himself.

Thank you for your effort to bring this subject to light and help take away the shame while showing people there are now effective ways to deal with it. I spent 8 years in psychotherapy and have been much helped by both therapy and anti-depressants. I only wish I could have helped my son. Thank you again. Thank you, thank you may be saving lives tonight.

To: Schneider, Gary W; news1; Maggio, Judy A

Subject: FW: Depression Special

This email was forwarded from the keyetv@keyetv.com account. To reply to this message, either copy the original email address below or click the "mailto:" link. Replying directly to this message will only reply back to the keyetv@keyetv.com address.

----Original Message----

From: DEBORAH WALKER [mailto:res6mftc@verizon.net]

Sent: Thursday, May 29, 2003 7:21 PM

**To:** keyetv@keyetv.com **Subject:** Depression Special

# Dear Keyetv:

I applaud you and your staff for constructing and airing the special on depression. I am 34 years old and have suffered from depression since I was 15. I never knew it was depression until about a year ago. In the last couple of months I have fully recovered from the chronic depression. My life has changed for the better. For the first time I feel joy, hope and love in my life. The depression was essentially living in a deep, dark coma and not understanding why I could not escape.

Thank you for airing this show to the Central Texas community. Hopefully people will seek help to recover from this life-changing illness. There is hope and there is treatment. I am living proof!

Keep up the good work!

Debbie Walker

#### 8

#### Qunell, Kerri W

From:

Victor.Ovalle@ci.austin.tx.us

Sent:

Tuesday, March 04, 2003 1:58 PM

To: Subject: kwqunell@keyetv.com Family Safety event

On May 3rd, 2003 from 10:00A to 2:00P, the Austin Police Dept. and the Austin Parks and Recreation Dept. will be sponsoring a Family Safety and Crime Prevention Fair at Dick Nichols Park on Beckett Rd.

This will be a huge event and expect at least 300 people to attend. Because of the size and type event that we are coordinating, we will be using the entire park including the playing fields.

This event is still in the planning stages and I will contact you with more information at a later date.

Thank You!

Officer Alma Murray #1089 S.W.A.C. District Representative 974-8242

Kerri.

I received this information and thought you might be interested. Please advise.

Victor Ovalle

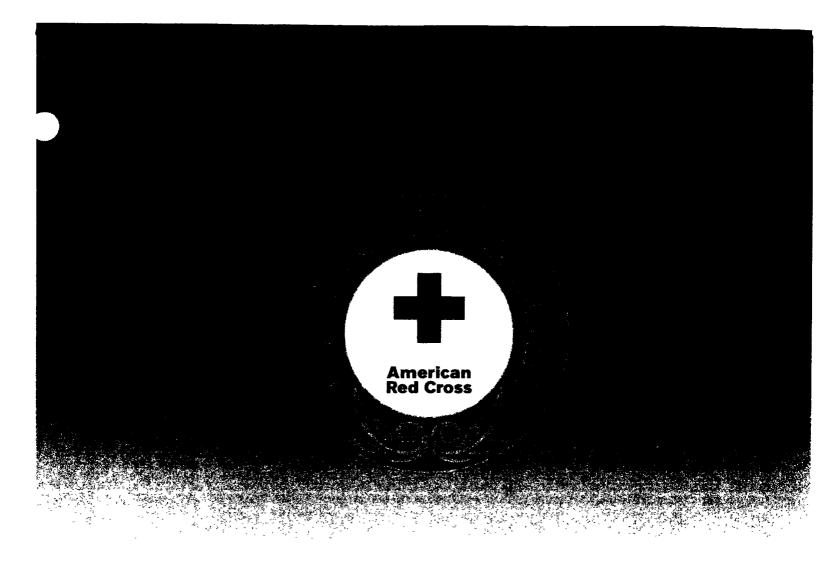
**Public Information Manager** 

Austin Parks and Recreation Department

Telephone: 512-974-6745

e-mail: victor.ovalle@ci.austin.tx.us

pager: 802-7920 cell phone: 567-4746



# THE AMERICAN RED CROSS GRATEFULLY RECOGNIZES

Fox 7

FOR SUPPORT OF THE
AMERICAN RED CROSS OF CENTRAL TEXAS

2002



# Christmas Bureau of Austin and Travis County

Permanent Agencies:

The Salvation Army
Blue Santa/A.P.D.
St. Vincent de Paul
Church Women United
Austin Jaycees
Caritas of Austin
Ladies of Charity

Julilie

Saturday, January 18, 2003

Danny Baker, Rob Cunningham, & Mark Rodman FOX 7 and KVC 13 119 East 10<sup>th</sup> Street Austin, Texas 78701

Dear Danny, Rob, and Mark:

On behalf of The Board of Directors of The Christmas Bureau of Austin and Travis County we deeply, deeply appreciate the Community Relations promotion and advertising package of \$39,460+ you provided for us during November and December 2002.

The Christmas Bureau assisted approximately 10,000+ families in 2002. Of the 10,000+; Salvation Army assisted 2,480+ and Austin Police Department assisted 2,700+ families. For the second year in a row, we raised more cash donations from the previous year. As you probably recall, in 2001 we received 155% cash donations from the previous year. In 2002, we received 110%+ from the previous year. In all honesty, I am convinced with the on-going "fine tuning" with the media promoting our worthwhile cause has enabled us to grow for the past two years. Initially, I budgeted 20% less in donations based upon other non-profit organization fundraising efforts. We are very grateful to have the opportunity to meet with you this past fall and develop several different types of promotion to cate, to the specific period of time prior to Christmas.

In closing, every time I turned around the last ten days before Christmas FOX 7 was at our office with live broadcast helping us to reach out to the citizens of Austin. We are very appreciative of your generosity and look forward in building our relationship in the upcoming year.

Sincerely,

Clift **B**oxyman

President of Christmas Bureau

CATE

April 16, 2003

Dear Mr Baker:

Mr. Danny Baker, General Manager Fox 7 119 E. 10<sup>th</sup> St. Austin, TX 78701

Capital

Area

Training

Foundation

On behalf of the Board of Directors and staff of the Capital Area Training Foundation, thank you very much for your sponsorship of our recent CEO Summit and College & Career Summit for High School Students. Thanks to you, we had one of the most successful Greater Austin@Work events ever! Your support of this event helped over 3,000 high school students explore their future options in terms of education and career opportunities. While simultaneously, 150 CEOs, university presidents, superintendents and non-profit leaders assembled to create a plan of action that will help tackle the tough issues facing us as a region.

Enclosed please find our recognition pieces that acknowledge your organization as a sponsor. We were able to add a few "extras" like the event specific website at (http://www.greateraustinatwork.org/ceosummit/sponsors.html), the Austin American-Statesman wrap and the sponsor sheet included in the CEO briefing packet. In addition, we enjoyed significant press coverage through the Austin American-Statesman (see enclosed article), the Greater Austin Chamber, Fox 7, KXAN, KVUE and KUT.

Remember, as part of your benefit package you will also be listed as a sponsor of our Greater Austin@Work Employer Recognition Luncheon on Tuesday, August 19<sup>th</sup> at the Hyatt Regency on Town Lake at 11:30 a.m. Kati Timmons will be getting in touch with you regarding the details in the coming months.

Again, thank you very much for supporting the Capital Area Training Foundation with your very generous sponsorship. We look forward to seeing you in August.

John Repatrick
Executive Director

Supprise for final de May Yors of Working topology.

Jean Stall for de for General 1.5069

Tel: 512 323-6773 FAX: 512 323-5884 http://www.catf-austin.org

# **Danny Baker**

From:

"Karen Cox" <karen.cox@casatravis.org>

To: ·

<dbaker@fox7.com>; <rcunningham@fox7.com>-

Cc:

"melissa alvarado" <melissa.alvarado@casatravis.org>

Sent:

Monday, April 21, 2003 4:45 PM

Subject:

FOX 7's great coverage of our CASA Kid's Golf Classic!

#### Danny and Rob,

Thank you both so much for making sure our children get a voice. I am so impressed with the spots you did to help CASA of Travis County SELL OUT the golf tournament! All 26 teams were there and accounted for, thanks to the voice of FOX, and we have 78 people in training, thanks to all of the publicity you generated. I cannot thank you enough for giving your strong voice to the needs of my children. I hope your celebrities enjoyed the day, as we sure enjoyed having them there and appreciated that many of them stayed until the final prize was awarded!

I can't express how much we appreciated the connected team FOX 7 put forward from the first contact through recording the public service announcements, to the last prize award of the day. It is such a pleasure to have the opportunity to work with all of you again.

Thank you so much for taking care of your children,

Karen Cox **Executive Director** 

**CASA of Travis County** 6330 Hwy 290 E, Ste. 350 Austin, TX 78723 PH: (512) 459-2272

FX: (512) 459-4550

Visit our website: www.casatravis.org